

DANA LARSON

PORTLAND, OR 97205

Cell ► 415.672.0500 Email ► danalarson1@mac.com

www.danalarson.com ► [linkedin.com/in/danamlarson](https://www.linkedin.com/in/danamlarson)

OBJECTIVE

To put my diverse content experience to work developing strategies and experiences that delight customers and drive business goals.

QUALIFICATION HIGHLIGHTS

- Marketing, digital and content strategist with 20+ years experience delivering proven results in financial services, healthcare, lifestyle, eco/green, entertainment, consumer electronics, and technology industries
- Award-winning executive creative director and copywriter with experience spanning all media—broadcast, digital, direct, print, social, mobile and out of home
- Excellent communicator and presenter across a broad range of audiences—clients, strategic partners, media contacts, creative and internal
- Content strategy thought leader with recent speaking engagements including content marketing panel at Gilbane Conference and featured speaker in McKesson internal webinar series
- Experience managing team of 16 direct and indirect reports

WORK EXPERIENCE

VP, CONTENT STRATEGY | OPUS AGENCY | PORTLAND, OR | JUNE 2016–PRESENT

- Provide strategic advice and deliverables to clients, including Amazon Web Services, Alaska/Horizon Airlines, Symantec, Workiva, and more
- Support the content and brand messaging needs of clients' events marketing programs, including internal communications, audience acquisition content, customer engagement, event content and post-event content.
- Contribute to the development of the Opus emerging Strategic offering, team structure, process, and marketing, with special focus on brand messaging and content marketing
- Provide digital strategy for audience acquisition and customer engagement
- Conduct client and user-based research and data analysis to determine strategic opportunities
- Drive portfolio and event-level messaging framework and strategy
- Map event content strategies that support and extend marketing initiatives
- Collaborate with cross-functional creative, tech, production and strategy teams to create world-class events and drive customer conversion
- Advise project manager in development of timelines, work-back schedules, and budgets

VP, CONTENT | EXTRACTABLE | SAN FRANCISCO, CA | JULY 2013–JUNE 2016

- Analyze and optimize content for all channels including online, social media, email, mobile, video and print for clients including BMO, Stanford Health Care, Energy Upgrade California, Visa, First Republic Bank, Salesforce, McKesson, Merrill, St. Luke's Health System, Blue Cross Blue Shield, Wells Fargo, and more
- Oversee a growing team of content strategists, copywriters, and editors
- Map content strategies that support and extend marketing initiatives, determining which methods work for brands and why
- Collaborate with UX team to develop customer experience journeys, web personas, personalization mapping
- Oversee content audits, gap analysis, and competitive reviews; design and lead user research and analysis
- Drive SEO strategies and content optimization to meet lead-generation and lead-nurturing goals
- Develop functional content calendars across verticals and channels to support lead nurturing/conversion
- Develop voice and tone guidelines, and best practices in grammar, messaging, writing and style
- Conduct ongoing usability tests and A/B testing to improve content effectiveness
- Review analytics and data to uncover insights and make recommendations for optimization
- Establish workflows for creating, editing, publishing and retiring content, and supervise the maintenance of content inventories and matrices
- Ensure a consistent global user experience and implement appropriate localization/translation strategies

VP, USER EXPERIENCE | EXTRACTABLE | SAN FRANCISCO, CA | DECEMBER 2012–JULY 2013

- Collaborated with cross-functional teams to create world-class user experiences and drive site conversion
- Led team of user experience designers in contextual inquiry, strategy development, prototype design and usability studies
- Conducted quantitative and qualitative analysis to establish and improve KPIs
- Developed content strategies that drive sales, engagement, lead retention and positive customer behavior
- Developed comprehensive social media strategies to support user needs and business goals
- Identified SEO opportunities—assessed search capabilities and developed optimization strategies

SR. DIRECTOR, MARKETING & CONTENT STRATEGY | THOUGHTMATRIX | SAN FRANCISCO, CA |

JULY 2010–DEC 2012

- Ideation and development of cross-platform digital marketing strategies and integrated campaigns that generate and nurture leads for industry leaders including Equinix, Becker Education, Johnson & Johnson, Milo (an eBay company), NETGEAR, Verizon Wireless, and more
- Created national social media strategy, calendar and campaign for Farmers Insurance
- Directed and developed content strategies, including content structure and flow, editorial calendars, content audits, content migration, content authoring for Web, mobile and social media
- Worked with UX team to develop innovative, thoughtful information architectures and user experiences
- Conducted analysis of user engagement metrics, then created strategies (including SEO) to enhance engagement

FREELANCE COPYWRITER & MARKETING STRATEGIST | BERKELEY, CA | JUNE 2008–JULY 2010

- Delivered strategy, content and creative development for comprehensive, cross-media advertising campaigns for clients including e-storm International, Hewlett-Packard, Kaleidoscope Productions, Northwest Cancer Specialists, Southwest Medical Group, and Southwest Washington Medical Center

CO-FOUNDING PARTNER | CANAL ROAD ADVERTISING | PORTLAND, OR | MAR 2007–JAN 2008

- Led all brand and marketing strategy, content and creative development across a wide range of clients, including Housecall Providers, I-Play Gaming, Southwest Washington Medical Center and Umpqua Bank

CO-FOUNDER, ECD & CMO | ROCKETSHOP AGENCY | VANCOUVER, WA | 2000–2007

- Led strategy and creative on all aspects of marketing, advertising, branding, PR and media for key accounts, including The Amphitheater at Clark County, Bowflex, C-Tran, Eidos Interactive, GameFly, Hewlett-Packard, iPlay Mobile Gaming, Nautilus, Nike, Sharp Microelectronics, and Southwest Washington Medical Center
- As Executive Creative Director, led award-winning creative team in design and development of marketing and advertising campaigns spanning print, online, radio, in-store, TV and outdoor, including branding and theme development
- Managed media relationships for key clients and created PR programs that generated billions of impressions in less than a year
- Guided company growth strategy, managed P&L (\$3 million annually), oversaw day-to-day corporate activities

FREELANCE COPYWRITER & MARKETING STRATEGIST | SAN JOSE, CA & VANCOUVER, WA | 1992–2000

- Wrote copy for all facets of advertising and marketing, including print ads, websites, broadcast, collateral, press releases, packaging, POP, training materials and internal communications
- Developed brand and product positioning for clients such as Acer Computer, Fujitsu, Hewlett-Packard, Labtec/Logitech, think3, Xerox

AWARDS

Two Rosey Awards

How International Design Award

Davey Gold Award

Web Marketing Association, Multiple Awards including Agency of the Year in 2014 & 2015

International Media Award, Best in Class

Gold Medal, Aster National Medical Marketing

Two Telly Awards for “Small Details, Big Impact” TV spots

Bronze, 24th Annual Healthcare Advertising Awards

Interactive Media Award, Best in Class

Certificate for Creative Excellence at the U.S. Industrial Film and Video Festival